



General Services Administration

## **Statement of Objectives**

For  
Enterprise Web Conferencing Services

**RFQ #HE1AA-Q-13-0057**

**Source Selection Information  
(See FAR 3.104)**

August 15, 2013

## TABLE OF CONTENTS

<b>SOO</b>	<b>STATEMENT OF OBJECTIVES</b>	<b>1</b>
SOO.1	PURPOSE	1
SOO.2	BACKGROUND	1
SOO.3	SCOPE	3
SOO.3.1	Period of Performance	3
SOO.4	OBJECTIVES	3
SOO.4.1	Business Objectives	3
SOO.4.2	Technical Objectives	4
SOO.4.3	Management Objectives	5
SOO.5	CONSTRAINTS	6
SOO.5.1	Access Control	6
SOO.5.2	Authentication	6
SOO.5.3	HSPD-12 Personnel Security Clearances	6
SOO.5.4	Non-Disclosure Agreements	7
SOO.5.5	Accessibility	8
SOO.5.6	Data	8
SOO.5.7	Confidentiality, Security, and Privacy	8
SOO.6	INSTRUCTIONS TO OFFERORS	9
SOO.6.1	Proposal and Submission Instructions	9
SOO.6.2	Technical Proposal (Volume 1)	10
SOO.6.3	Price Proposal (Volume 2)	11
SOO.7	EVALUATION FACTORS	11
SOO.8	BASIS OF AWARD	12
SOO.9	APPLICABLE CLAUSES	13

## **STATEMENT OF OBJECTIVES (SOO)**

### **SOO.1 Purpose**

The General Service Administration (GSA) Office of Chief Information Officer (OCIO) is pursuing the acquisition of web conferencing services as Software as a Service (SaaS) from a commercial provider of Cloud Computing services and software or as an on-premise solution if such would provide a clearly better value to GSA. A combination of the two is also possible as long as the resultant web conferencing solution can be seen as one Enterprise system. The intent is to provide a web conferencing solution that can meet the needs of all GSA employees for web meetings and trainings from 2 participants up to 1,000 (minimum) through a primarily web-based, SaaS services and support contract that provides a highly innovative, creative, cost-effective, and evolving environment. The ideal solution would be an integrated tool set through which the government monitors performance metrics and that allows the government to manage through roles and business rules rather than physical control of assets and direct software licensing. The government believes that traditional outsourcing and system integration support is insufficiently adaptive and costly and should be replaced by commodity services with a SaaS Cloud Computing offering.

This SOO describes the goals that GSA expects to achieve with regard to the

1. replacing of disparate web conferencing solutions;
2. provision of an effective collaborative working environment;
3. reduction of the government's in-house system maintenance burden by providing related business, technical, and management functions; and
4. Application of appropriate security and privacy safeguards.

Ultimately, the new web conferencing system will meet industry performance standards, offer the necessary redundancy and contingency features to meet GSA's needs, and provide state-of-the-art technology enhancements to improve user experience and minimize service disruption. The ideal solution will involve no software development work and minimal integration effort past implementation. The cost of operation will also be significantly reduced.

### **SOO.2 Background**

Continued downward budgetary pressure in the federal government calls for improving innovation, efficiency and effectiveness in federal information technology (IT). The White House recommends that agencies adopt innovations and implement projects that increase efficiencies by optimizing common services and solutions across the enterprise and utilizing market innovations such as Cloud Computing services. GSA has historically sought new ideas in technology that would increase customer focus and service to the public. The current possibilities and value in sorting, sharing, and networking collective information can be enhanced by commercially available services.

The existing web conferencing infrastructures at the GSA are not adequate for the future. GSA is

## STATEMENT OF OBJECTIVES

---

currently using a hybrid WebEx solution very successfully, but this solution is unable to handle larger conferences and the existing licensing agreement runs out in January 2014. Therefore, in an effort to improve performance, enhance redundancy, and manage cost, the GSA OCIO conducted market research to evaluate the viability and cost of various options, and is now pursuing this acquisition. This approach is expected to realize savings in cost and resources while providing the services needed to make GSA more efficient and effective.

The infrastructure supporting the GSA is based on:

- Cisco WebEx Meeting Center, integrated with Cisco Meeting Place 8.5.4 and WebEx Node
- Individual licenses of Adobe Connect, WebEx Event Center, GoTo Meeting, GoTo Webinar, and GoTo Training
- Cisco Telepresence Management System and Cisco Tandberg Video Teleconferencing infrastructure
- Cisco Unified Communications Manager 8.5.1
- Cisco Unity Connection 8.6
- Cisco Unified Presence Server 8.6.1.1
- Cisco IP Communicator 8.6
- Cisco Jabber 9.1
- Cisco 79XX series desk phones

GSA typically conducts close to 2,000 WebEx Meeting Center meetings each week, with an average meeting size of 5.34 participants per meeting. Other solutions are used for meetings with more than 100 participants or other requirements of individual business units.

A list of standard software approved for use within GSA is provided as Attachment 3 GSA Approved Standard Software.

The current WebEx infrastructure allows any of GSA's approximately 16,000 employees to Host WebEx meetings at any time. To date, about 5,900 GSA employees have created WebEx accounts and approximately 50-80 new accounts are created each week. During January 2013, 8749 WebEx Meetings were held with 49,895 total participants consuming 2,506,894 "people minutes" (Sum of the time each participant was connected to a WebEx).

With shrinking travel budgets, GSA requires a greater use of these collaborative tools to support its mission and critical position within the federal government. Additionally, GSA is seeking a solution that will reduce the government's in-house system maintenance burden and provide GSA users with more timely implementations of new versions and features.

GSA will maintain customer (user) support to receive Tier 1 trouble calls or requests for assistance and interface with the appropriate technical support. No direct customer support is required from this solicitation after initial customer training has been conducted. Only technical and system administration staff will interface directly with the Offeror.

## STATEMENT OF OBJECTIVES

---

### **SOO.3 Scope**

The scope of the resulting contract will include all Cloud Computing and support services required to transition, deploy, operate, maintain, and safeguard an enterprise-wide Web Conferencing environment.

#### **SOO.3.1 Period of Performance**

The base period of performance is for one year with four one-year options as follows:

BASE YEAR - 11/01/2013- 10/31/2014

OPTION YEAR 1 - 11/01/2014 – 10/31/2015

OPTION YEAR 2 - 11/01/2015- 10/31/2016

OPTION YEAR 3 - 11/01/2016 - 10/31/2017

OPTION YEAR 4 - 11/01/2017 – 10/31/2018

### **SOO.4 Objectives**

#### **SOO.4.1 Business Objectives**

SOO.4.1.1 Replace or supplement the current web conferencing environment with Cloud web conferencing services that are integrated as seamlessly as possible via a single sign-on and that improve business performance by providing GSA users with expanded and new capabilities that reflect industry standards:

1. Provide enhanced and state-of the-art web conferencing functionality for meeting sizes from 1 to 1,000.
2. Provide expanded access to best of breed/state-of-the-art web conferencing tools that will enhance GSA's ability to conduct business.
3. Provide secure recording capabilities such that GSA can securely obtain recordings of online meetings and trainings in a standard format (typically .wmv or MP4, but not limited to those) that can be readily made 508 compliant and made available to GSA employees or the general public as appropriate.
4. Provide frequent technology updates and/or enhancements that give GSA users access to the most current, commercially available service offerings.
5. Allow any GSA employee to conduct virtual meetings and obtain as close to a face to face meeting environment as possible without requiring travel. Meetings need to be conducted from within GSA's network as well as from outside GSA's network (through the use of Virtual Private Network (VPN) technology if necessary).

## **STATEMENT OF OBJECTIVES**

---

6. Provide a secure Single Sign-on (SSO) authentication for those organizing the meetings using at least 2-factor authentication from any location on any device.
7. Allow anyone inside or outside of GSA to participate in meetings if invited, and to control access for these meetings to only those authorized to attend.
8. Protect all GSA data in accordance with National Institute of Standards and Technology (NIST) and Federal Information Security Management Act (FISMA) standards.

**SOO.4.1.2** Conduct a seamless and expedited transition from the current environment to the new web conferencing services with minimal disruption to business operations while ensuring data integrity:

1. Plan and conduct an expedited transition from the current environment to the new environment and develop an executable exit strategy that would allow transition to another solution should this become necessary in the future. Training and end user communications need to be included in these strategies.
2. Improve workforce efficiency and effectiveness and reduce costs through enterprise-wide standardization of business operating procedures and near 100% user adoption of expanded functions and new capabilities.

### **SOO.4.2 Technical Objectives**

**SOO.4.2.1** Procure a web conferencing service with a high degree of reliability and availability:

1. Procure a service that maintains a redundant web conferencing infrastructure that will ensure access for all GSA users in the event of failure at any one provider location.
2. Procure a service that includes effective contingency planning (including back-up and disaster recovery capabilities).
3. Provide 24x7 trouble shooting service for inquiries, outages, issue resolutions, etc.
4. Provide web conferencing services that are dependable and provide response rates that are consistent with industry standards.

**SOO.4.2.2** Procure a web conferencing service with the Security and Privacy levels and controls that are required by regulations and consistent with best professional practices:

1. Provide security controls that are confirmed to meet the security standards for Moderate Impact systems as described in NIST SP 800-53 with an accepted Certification and Accreditation (C&A).
2. Cloud based solutions need to acquire Fedramp certification. Details about Fedramp Certification can be found on gsa.gov at:  
<http://www.gsa.gov/portal/category/102371>.
3. Adhere to the Privacy Act, Title 5 of the U.S. Code, Section 552a and applicable agency rules and regulations.

## STATEMENT OF OBJECTIVES

---

4. Provide a security management environment that meets the requirements of GSA's CIO IT Security Procedural Guide CIO-IT Security-09-48, Security Language for IT Acquisition Efforts, including:
  - Required Policies and Regulations for GSA Contracts
  - GSA Security Compliance Requirements
  - Certification and Accreditation (C&A) Activities
  - Reporting and Continuous Monitoring
  - Additional Stipulations (as applicable)

Within 45 calendar days after contract award, the contractor shall be required to provide a draft System Security Plan (SSP).

Within calendar 90 days of award the Contractor shall provide a draft completed assessment package as prescribed in GSA CIO-IT-06-30 (Managing Enterprise Risk Guide).

The draft completed assessment package will be reviewed by the government within 10 work days.

The completed assessment package will be reviewed by the government within 10 work days.

All final deliverables related to the assessment shall be required from the Contractor within 10 additional work days from the government's response.

The deliverables are required by CIO-IT Security-09-48 to support system certification. Specific requirements for evidence of security controls to be submitted with offeror proposals are detailed in Instructions to Offerors and in Attachment 2.

SOO.4.2.3 Procure a web conferencing service that is customizable and extendable:

1. Procure a customizable and extendable web conferencing capability based on open-standards APIs that enable integration with third party applications.
2. Procure a capability that is compatible with commercially available office automation suites.

### **SOO.4.3 Management Objectives**

SOO.4.3.1 Procure a Cloud web conferencing services provider that provides outstanding management and customer support:

1. Reduce the government's burden related to the management of web conferencing capabilities.
2. Provide GSA Systems Administrators with 24x7 visibility into the managed Cloud services through a real-time, web-based "dashboard" capability that enables them to access the status of the services, i.e. to monitor, in real or near real time, the key performance indicators of the system against the established Service Level Agreements (SLAs) and promised operational parameters.

## **STATEMENT OF OBJECTIVES**

---

3. Procure Cloud services from a provider offering comprehensive, meaningful, timely and self-explanatory invoices for managed services.
4. Procure Cloud services from a provider offering meaningful and timely reporting and analytics that provide GSA with current and comprehensive information regarding technical and management performance (summarizing projected vs. actual measures), pricing and other related issues.
5. Procure thorough reporting capabilities such that GSA Administrators and Meeting Hosts can get detailed reports about past, present, and planned meetings.
6. Procure a web conferencing solution which allows access for those with special requirements in accordance with Section 508.
7. Procure a web conferencing solution which allows GSA employees to easily create and start conferences, integrating with GSA's email and calendaring system (based on Google Apps) and Agilquest hoteling solution wherever possible.

### **SOO.5 Constraints**

This section lists laws, rules, regulations, standards, technology limitations and other constraints that the service and/or service provider must adhere to or work under.

#### **SOO.5.1 Access Control**

User access to the web conferencing solution must be integrated with GSA's Active Directory, to support single sign-on capability for users, to ensure that every user account in the web conferencing system is tied to an Active Directory account, and to ensure that if a user is disabled or deleted in Active Directory, the web conferencing system will prevent user access to host future meetings.

#### **SOO.5.2 Authentication**

The web conferencing system shall support authentication using the GSA's Entrust® PKI. It is envisioned that in the future all users will authenticate with the Entrust® PKI and use the Identity, Credentials, and Access Management (ICAM) access card; for the present some users will continue to be authenticated by user name and password, and this method must also be supported.

#### **SOO.5.3 HSPD-12 Personnel Security Clearances**

Acquired services shall comply with the following regulations and requirements:

Homeland Security Presidential Directive-12 requires that all federal entities ensure that all contractors have current and approved security background investigations that are equivalent to investigations performed on federal employees.

The Contractor shall comply with GSA order 2100.1 – IT Security Policy, GSA Order ADM 9732.1C – Suitability and Personnel Security, and GSA Order CIO P 2181 – HSPD-12 Personal Identity Verification and Credentialing Handbook. GSA separates the risk levels for personnel working on federal computer systems into three categories: Low Risk, Moderate Risk, and High



## **STATEMENT OF OBJECTIVES**

---

Risk. Criteria for determining which risk level a particular contract employee falls into are shown in Figure A-1 of GSA ADM 9732.1C. The Contractor shall ensure that only appropriately cleared personnel are assigned to positions that meet these criteria.

Those contract personnel determined to be in a Low Risk position will require a National Agency Check with Written Inquiries (NACI) or equivalent investigation.

Those Applicants determined to be in a Moderate Risk position will require either a Limited Background Investigation (LBI) or a Minimum Background Investigation (MBI) based on the Contracting Officer's (CO) determination.

Those Applicants determined to be in a High Risk position will require a Background Investigation (BI).

The Contracting Officer, through the Contracting Officer's Representative (COR) or Program Manager will ensure that a completed Contractor Information Worksheet (CIW) for each Applicant is forwarded to the Federal Protective Service (FPS) in accordance with the GSA/FPS Contractor Suitability and Adjudication Program Implementation Plan dated 20 February 2007. FPS will then contact each Applicant with instructions for completing required forms and releases for the particular type of personnel investigation requested.

Applicants will not be reinvestigated if a prior favorable adjudication is on file with FPS or GSA, there has been no break in service, and the position is identified at the same or lower risk level.

After the required background investigations have been initiated, the Contractor may request authorization for employees whose investigations are pending to access systems supporting GSA e-mail and collaboration applications. The GSA Chief Information Officer may grant this authorization based on determination of risk to the government and operational need for the support of these applications.

### **SOO.5.4      Non-Disclosure Agreements**

Standard non-disclosure statements shall be provided as required for system administration personnel who may have access to government data in the course of their duties.

## STATEMENT OF OBJECTIVES

---

### **SOO.5.5      Accessibility**

Requirements for accessibility based on [Section 508 of the Rehabilitation Act of 1973](#) (29 U.S.C. 794d) are determined to be relevant. All electronic and information technology services and deliverables (EIT) procured through this task order shall meet the applicable [Section 508 technical standards - Subpart B](#). The vendor shall further provide a completed Government Product/Service Accessibility Template (GPAT) which is found in Attachment 7 of this solicitation. The GPAT is used as the vendor verification on how their product/service complies with the Section 508 technical standards (Subpart B). The vendor may submit the [Voluntary Product Accessibility Template](#) (VPAT) in lieu of the GPAT. Generally accepted inspection and test methods corresponding to the identified Section 508 standards are reflected in the EIT Acceptance Guide found at Attachment 8.

### **SOO.5.6      Data**

All data (e-mail traffic, contact information, calendar contents, etc) is and shall remain the property of the government. The Contractor shall ensure that the government retains access and download capability of all data for research, investigation, transfer, or migration to other systems.

### **SOO.5.7      Confidentiality, Security, and Privacy**

The Contractor shall be responsible for the following privacy and security safeguards:

- (a) The Contractor shall not publish or disclose in any manner, without the Contracting Officer's written consent, the details of any safeguards used by the Contractor under the resulting contract or otherwise provided by or for the government.
- (b) To the extent required to carry out a program of inspection to safeguard against threats and hazards to the security, integrity, and confidentiality of any non-public government data collected and stored by the Contractor, the Contractor shall afford the government access to the Contractor's facilities, installations, technical capabilities, operations, documentation, records, and databases.
- (c) If new or unanticipated threats or hazards are discovered by either the government or the Contractor, or if existing safeguards have ceased to function, the discoverer shall immediately bring the situation to the attention of the other party.
- (d) The Offeror's solution must comply with the GSA CIO IT Security Procedural Guide CIO-IT Security-09-48, Security Language for IT Acquisition Efforts (see Attachment X) as required for a Moderate Impact system.
- (e) Work on this project may require or allow contractor personnel access to Privacy Information. Personnel shall adhere to the Privacy Act, Title 5 of the U.S. Code, Section 552a and applicable agency rules and regulations.

## STATEMENT OF OBJECTIVES

- (f) All data at rest will reside within the contiguous United States, the District of Columbia, and Alaska (CONUS) with a minimum of two data center facilities at two different and distant geographic locations

### SOO 6.0 Instructions to Offerors

#### SOO 6.1 Proposal and Submission Instructions

The Offeror will prepare and deliver a proposal to include a Technical Volume and a separate Price Volume. Technical quotes will be sanitized of any pricing information. Assumptions that impact the technical requirements specified by the Government will be clearly identified with underlying basis within the technical volume.

Offerors must submit written questions to the Contracting Officer on or before August 20, 2013, no later than 2:00PM Eastern Standard Time (EST). Questions by telephone will not be permitted. Questions received by GSA after this date will not be considered. Questions should be sent to: [diane.taylor@gsa.gov](mailto:diane.taylor@gsa.gov). The Contractor's proposal response to this RFQ is due no later than 1:00PM, Eastern Standard Time (EST) on September 6, 2013. Quotations should be uploaded in eBUY or submitted via e-mail to: [diane.taylor@gsa.gov](mailto:diane.taylor@gsa.gov)

Offerors must submit each of the volumes in a separate document, and each volume must include a table of contents indicating page numbers for each section, figure, and table. Each section must start on a new page. Within each section, Offerors must number each page consecutively, identifying the specific section. Along with the section number, Offerors must place their names within the header or footer of each page. Font sizes smaller than 10 point excluding tables and figures will not be accepted. Margins of all documents must be 1-inch wide (top, bottom, left, and right). The below table shows the page limits to which Offeror submissions must adhere. The price proposal does not have page limits.

Volume	Section	Page limit
1	Transmittal/Cover Letter	3
	Section 1—Functionalities proposed by the offeror as to which best meets the objectives of the SOO and Attachment 1 Web Conferencing Feature Matrix	20
	Section 2—Project Implementation Plan/Training Schedule	30
	Section 3—Past Performance	20
2	Price Proposal	NA

## STATEMENT OF OBJECTIVES

---

### **SOO 6.2 Technical Proposal (Volume I)**

Each Offeror's technical proposal must have the following sections:

- Volume 1—Technical Proposal
  - Transmittal/Cover Letter
  - Section 1—Factor 1: The functionalities proposed by the offeror as to which best meets the objectives of the SOO and Attachment 1, Web Conferencing Features Matrix
  - Section 2—Factor 2: Project Implementation Plan/Training Schedule
  - Section 3—Factor 3: Past Performance

The Offeror's transmittal/cover letter for the proposal must contain the name, phone number, and e-mail address of the person to be contacted concerning any matter related to the solicitation.

**SOO 6.2.1 Factor 1:** The functionalities proposed by the offeror as to which best meets the objectives of the SOO and Attachment 1, Web Conferencing Features Matrix

The Offeror should provide the following information for the prime and each of the teaming partners (subcontractors):

- Role and responsibilities by SOO task
- Corporate capabilities to achieve each of the SOO tasks.
- Functionalities proposed by the offeror as to which best meets the objectives of the SOO
- Attachment 1 Web Conferencing Features Matrix

The intent of this section is for the Offeror to demonstrate concisely the depth and breadth of experience in the above capability areas.

### **SOO 6.2.2 Factor 2: Project Implementation Plan/Training Schedule**

This section must address, at a minimum, the following:

- The project organizational chart and a description of the lines of communication to achieve the SOO tasks. All management and leadership personnel should be identified on the organizational chart. Key personnel and project roles should be identified.
- Additional detail about the proposed project project implementation plan/training schedule.
- Summary of related experience for each proposed personnel. Summarize for each proposed personnel the specific expertise of the person as it relates to objectives, and their proposed role for this project.

## **STATEMENT OF OBJECTIVES**

---

The key staff assigned to this Task Order should be knowledgeable of and have demonstrated in relevant skills necessary to successfully satisfy the Task Order requirements.

### **SOO 6.2.3      Factor 3: Past Performance**

The Contractor must provided three (3) recent, within the past three (3) years and relevant past performance references that include a brief description of the work performed and its relevance to this Task Order, as well as the duration, size, scope and dollar value of the referenced work. The Contractor's past performance should reflect their knowledge and applicable experience with the requirements. Identify for each reference a point of contact, including full name, phone number and email address.

### **SOO 6. 3 Volume 2 Price Proposal**

The Offeror shall furnish a comprehensive solution to include all materials, tools, equipment, expertise, and labor to perform the work required by this solicitation and the awarded task order. The Contractor shall perform all work in accordance with this task order. The Offeror shall provide a firm fixed price to perform all the tasks identified in this RFQ. Any assumptions that impact the pricing specified by the Government will be clearly identified with underlying basis within the pricing volume. For evaluation purposes, the Offeror shall provide the associated labor categories.

### **SOO 7.0      EVALUATION FACTORS**

Award of a Task Order will be based on the overall best value to the Government. The technical factors listed below will be used to evaluate each technical proposal. Each factor below must address the requirements of this Task Order. All evaluation factors other than cost or price, when combined, are approximately equal to cost or price.

Technical Factors:

- Factor 1: The functionalities proposed by the offeror as to which best meets the objectives of the SOO and Attachment 1, Web Conferencing Features Matrix
  
- Factor 2: Project Implementation Plan/Training Schedule
  
- Factor 3: Past Performance

## STATEMENT OF OBJECTIVES

---

### **SOO 8.0 BASIS FOR AWARD**

Award will be made to the responsible Offeror whose offer, conforming to the RFQ, is determined to be the best overall value, price and other factors considered. In determining the best overall response, the three technical/non-price factors combined are approximately equal to cost or price. The Government intends to award without discussions. The Government reserves the right to conduct discussions if it is later determined by the Contracting Officer to be necessary.

### **SOO 9.0 APPLICABLE CLAUSES**

#### **52.217-5 Evaluation of Options.**

##### EVALUATION OF OPTIONS (JULY 1990)

Except when it is determined in accordance with FAR [17.206\(b\)](#) not to be in the Government's best interests, the Government will evaluate offers for award purposes by adding the total price for all options to the total price for the basic requirement. Evaluation of options will not obligate the Government to exercise the option(s).

#### **52.232-18 Availability of Funds.**

##### AVAILABILITY OF FUNDS (APR 1984)

Funds are not presently available for this contract. The Government's obligation under this contract is contingent upon the availability of appropriated funds from which payment for contract purposes can be made. No legal liability on the part of the Government for any payment may arise until funds are made available to the Contracting Officer for this contract and until the Contractor receives notice of such availability, to be confirmed in writing by the Contracting Officer.

### **ATTACHMENTS:**

- Attachment 1: Web Conferencing Feature Matrix
- Attachment 2: Security Language for IT Acquisition Efforts
- Attachment 3: GSA Standards Reference List - Software